




ANNUAL REPORT

ROCKVILLE'S FISCAL YEAR 2018



• JULY 1, 2017 TO JUNE 30, 2018 •



Mayor and Council Priority Initiatives

Approximately one and one-half years into the 2016-2019 term, the Mayor and Council reviewed the status of the initiatives established in early 2016. A revised and prioritized list of initiatives was developed on April 24, 2017. It reflects 16 items that were identified in 2016 and are currently underway, as well as eight new items.

Top Priorities

- Modify and incentivize the required percentage of various housing requirements (affordable/workforce) in new development.
- Improve the plan review process in the Department of Community Planning and Development Services and other development/permitting customer processes.
- Formulate a policy on economic incentives and develop supportive programs.
- Review and agree upon the scope of duties of the Rockville Police Department and determine appropriate staffing.

High Priorities

- Beautify the concrete walls under the railroad tracks at Middle Lane and Park Road.
- Review the scope and role of the City's Boards and Commissions and make appropriate changes; and review the systems and process to create, appoint and sunset city Boards and Commissions.
- Identify and establish new public/private partnerships for the city including corporate, private, non-profit, educational.
- Refine the City's relationship to and expectations of Rockville Economic Development, Inc.
- Examine the appropriateness of different development standards around Metro Stations.

Other Priorities

- Review existing Codes and Policies based on the scoring of the Municipal Index done by the Human Rights Campaign and identify modifications to enhance LGBT Non-Discrimination
- Review and improve wayfinding and entrance way signage throughout the city and consider a fresh branding initiative.
- Explore mechanisms to encourage neighborhood shopping center revitalization and explore additional zoning and uses.
- Grow and foster the arts, sciences and Rockville's heritage as increasing segments of the local economy and destination appeal.

Ongoing Priorities

- Complete the Master Plan revision by 2018.
- Adopt and implement Vision Zero and engage the community in implementing the Vision.
- Create a parkland dedication ordinance to address the impact of increased residential development.
- Hire a consultant to conduct a feasibility study for a pilot trolley/streetcar program.
- Develop an Open Data Initiative that includes all aspects of city governance.
- Formulate the conditions under which Rockville can support Bus Rapid Transit.
- Develop a plan to increase physical connectivity of neighborhoods.
- Adopt a sustainable fleet policy.
- Explore improvements to the City's forestry requirements.
- Create a community climate action plan developed by a citizen's task force.
- Document and assess work processes to improve efficiency and effectiveness, and as a prelude to implementing ERP, establishing an open data initiative and improving performance measures.



A MESSAGE FROM THE CITY MANAGER

Here is a snapshot of a city in action — your city. The achievements in this report are made possible by the vision and leadership of your Mayor and Council, and the work and dedication of a passionate group of employees. We strive constantly to improve Rockville's quality of life, its livability, its finances, its environment and its services. Rockville is a city that is always moving forward!

"Money" magazine cited our low crime rate and unemployment, and our highly ranked schools, shopping and amenities as reasons to name Rockville the No. 1 best place to live in Maryland. It placed us 39th on the list of best places to live in America.

Rockville is welcoming and inclusive regardless of race, ethnicity, sexuality and religion. We were awarded a perfect score for our commitment to the health, welfare, safety and equality of our lesbian, gay, bisexual, transgender and queer community on the Human Rights Campaign's 2017 Municipal Equality Index scorecard.

- This year, we made Rockville safer by hiring three additional police officers, and a new police chief with decades of law enforcement experience. All our officers now wear on-body cameras synced with in-car technology.
- The Upper Watts Branch Park Forest Preserve Environment Restoration Project was completed. The stream was restored, wetlands enhanced and the area reforested. The King Farm Dairy Barns were renovated and repaired, protecting an important piece of the city's history for the future.
- We are planning for the future and have hired a new director of the Community Planning and Development Services Department with more than 30 years of experience. The Stonestreet Corridor Study continued throughout Fiscal Year 2018 with five communitywide meetings that generated numerous suggestions from the public.
- Drafting of the Rockville 2040 update to the Comprehensive Master Plan benefited from four open houses to seek public input. Once completed, Rockville 2040 will provide guidance and policies to direct future growth and development, while also maintaining great communities and neighborhoods.

This takes a tremendous amount of work, commitment and energy, behind the scenes, on the part of city employees. Rockville's greatest assets are the people who work for the city. This report demonstrates that we're a strong, proud community, one that is financially and economically stable, with engaged neighborhoods, and a culture that is vibrant and thriving.

But we can always do *better*. Please do not hesitate to let us know how.

Rob DiSpirito, Rockville City Manager

ROCKVILLE RACKS UP THE HONORS



Named **best place to live** in Maryland by "Money" magazine in 2018 and 39th on its list of "Best Places to Live in America."



Rockville made Livability's 2018 list of **Top 100 Places to Live**.



Ranked 11th on WalletHub's List of 2018 **Most Diverse Cities** in the U.S.

Rockville Town Square's **10th anniversary** coincided with a Design Excellence Award from the Montgomery County Planning Department.

“This space does everything that a public square should do. It encourages activities that are all about connection and community. The square is not only the symbolic center of Rockville, but its civic heart.”
— **Design Excellence Awards jurors.**

Banner City Designation 2018-2019 from the Maryland Municipal League.

Ranked No. 9 nationally on the list of **"Happiest Cities to Work for 2018"** compiled by CareerBliss.com.



Rockville 11 received a **NATOA Honorable Mention Award** for its special production, "Carver High School: A Legacy of Learning" in the Ethnic Experience Category.



29th consecutive Tree City USA award from the Arbor Day Foundation.

F. Scott Fitzgerald Theatre was named **"Best Community Theatre"** in the "Montgomery Magazine" Audience Choice Awards.

Rockville Senior Center received the 2018 **Nextdoor Good Neighbor Award** for best fitness gym.



Rockville Civic Ballet was presented the **Community Organization Award** from the Maryland Recreation and Parks Association for serving 100 dancers of all ages and dance abilities.

The Department of Public Works received third place in the 2017 Best Urban Best Management Practices in the Bay Award for the **Best Education and Outreach Program** for the Rockville Storm Drain Mural Project.

Rockville was ranked **15th in the nation** by the U.S. Environmental Protection Agency for community-wide green power usage.

Glenview Mansion received WeddingWire's **"Couples' Choice" Award** and the Wedding Spot Award for "Best Wedding/ Reception Venue in Maryland."

MAYOR AND COUNCIL

Rockville's Mayor and Council formally joined other state and local jurisdictions to **take legal action against drug manufacturers and distributors for their role in the nationwide opioid crisis.**

“Everyone knows someone who has been affected by the opioid crisis. It's time to hold the doctors, manufacturers and distributors accountable and change the way the industry does business.”
— Mayor Bridget Donnell Newton



The Mayor and Council **advocated successfully** for the Bayard Rustin Elementary School to be built to the **larger 740-student capacity.** The Mayor and Council also advocated for a **five-year increase to highway user revenue**, and authority to **withhold protected resident contact information** housed in state and local information databases from distribution to outside parties.

The Mayor and Council adopted an ordinance to amend the city code to change the main method of conducting city elections from in-person voting to **voting by mail** in the 2019 Rockville election for Mayor and Council.



The city's newest 6.4-acre public park — **Chestnut Lodge Park** — is at 500 W. Montgomery Ave.

41

Number of proclamations.

The city worked with Rockville Economic Development, Inc. (REDI) to provide **\$45,000 in grants** through the Rockville MOVE program and the Business Expansion Fund, expanding office space occupancy and adding new jobs in Rockville.

\$396,000 The Mayor and Council advocated for a federal grant to **improve access to public transportation** within the City of Rockville. The money will help to construct missing sidewalk segments on Potomac Valley Road, and improve 78 Metro and Ride On bus stops.

\$200,000 The Mayor and Council lobbied the state for bond bill funding for the Rockville Senior Center.

65+ Members appointed to boards, commissions and task forces.

Mayor and Council **work sessions** were implemented to **enhance meeting management** and allow more **in-depth discussions with staff and stakeholders.**

\$575,877 The Mayor and Council successfully advocated for state Program Open Space funding for the **Rockville Swim and Fitness Center Locker Rooms Renovation.**

598 & 41 Fourth graders and teachers visited in schools by Mayor Bridget Donnell Newton, who discussed the Maryland Municipal League's "If I Were Mayor" contest.

CONNECTING, INFORMING, EMPOWERING



The City Manager's Office launched a **City Ambassador** program to engage with residents and stakeholders at community based events.

The City Manager's Office organized a walking town meeting to **connect the Mayor and Council with residents in the Rockshire neighborhood.**

Rockville 2040 public outreach and engagement continued in FY 2018 with **four open houses** to help city staff draft **Rockville 2040**, an update to the city's Comprehensive Master Plan. Once completed, Rockville 2040 will provide guidance and policies to direct future growth and development, while also maintaining the city's great communities and neighborhoods.

316,486 Followers across all the city's social media accounts. Want to join the conversation? Follow the City of Rockville on Twitter (@rockville411), Instagram (@city_of_rockville) and Facebook (www.facebook.com/cityofrockville).

Teen Citizens Police Academy, Citizens Police Academy, Pops with Cops, Drug Take Back, and Coffee with a Cop were just some of the events held by the Rockville City Police Department to get out and about in the Rockville community during the last year.



6,075,320 Number of times **social media posts** were viewed.

The IT Department **upgraded the city's point of sale security** to meet the Payment Card Industry-Data Security Standard, ensuring that when customers use their credit cards, those transactions are secure.

The Information Technology Dept. **refreshed the Rockville Geographic Information System Open Data website**, including migration to an updated and redesigned home page and orientation guides for users to explore and apply data and additional datasets.

Rockville 11 launched a **weekly news show** on Rockville Channel 11, designed to be social-media friendly.



4 Number of **villages** (King Farm, West End, East Rockville, and Twinbrook) — a volunteer network of neighbors helping neighbors — that began organizing with help from the Senior Services Division.

8 Number of times the **Minority, Female, Disabled-Owned Business (MFD) outreach program** exhibited at events.

46 Formal MFD **one-on-one technical assistance meetings** with businesses.

6 Number of times the MFD conducted **roundtable discussions events** (meeting 100-plus vendors).



GREEN AND CLEAN

The Rockville City Police Department and Department of Public Works replaced a gas-powered parking enforcement vehicle with a **fully electric sedan** and **installed two charging stations** as part of the city's continuing green initiative.



The city amended Rockville City Code, Chapter 1, to institute a **polystyrene ban** that will be effective Jan. 1, 2019.

The Rockville Water Treatment Plant earned the **Director Level Award from Partnership for Safe Water** for the fourth year.

637
Bulk refuse (tons)

3,788
Yard waste (tons)

30
Tons electronics

9,278
Tons refuse

4,720
Single stream recycling (tons)

75
Scrap metal (tons)

“If you could, please get word to the supervisor of residential refuse collection to tell him at least one resident of Rockville is extremely appreciative of this team's hard work. ... These guys deserve a huge shout out! Their services are essential to health of our community.”
— Rockville resident

PUBLIC WORKS

4.184 M
Average water demand in gallons per day.

156.43
Miles of city streets.

3,170
Streettlights

259.14
Miles of sidewalks



The Department of Public Works brought out the big machines at its **annual Equipment Show** to celebrate National Public Works Week, May 21-25.

Completed the **Watts Branch – Upper Stream Capital Improvements Program** project that included more than six years of extensive community involvement with the Watts Branch Task Force, and was about 40 percent funded by a grant from the Chesapeake and Atlantic Coastal Bays Trust Fund.

“I was out raking leaves from the bushes in front of my home. As I was just finishing ... I noticed the leaf-collecting truck that had just come around the corner. The driver ... stopped the truck and backed it up to where I was. [H]e grabbed one end of the tarp and we then dragged it to the street. He then vacuumed up all of the leaves and went on his way. ... His kindness was much appreciated and certainly made my day.”
— Rockville resident



LEADERSHIP



The Rockville City Police Department welcomed a **new chief of police. Victor Brito** was sworn in by Mayor Bridget Donnell Newton in June.



Rockville's Human Resources Department created an eight-month **Emerging Leaders Program** to educate the next generation of staff leaders that provided a full range of leadership and management learning sessions for selected staff members.

621

The number of employees who **attended career and professional development** learning sessions.



Ricky Barker became **director of the Community Planning and Development Department** in June.

FISCAL YEAR TWO THOUSAND EIGHTEEN ANNUAL REPORT



BEAUTIFUL, LIVABLE CITY

The Twinbrook Community and Recreation Center teamed up with Anne Goodman and Carol Hannaford from Twinbrook Villages to work with **children from the afterschool care program to plant a community garden.** Staff also teamed up with the Little Free Library to offer a library for the community to take and donate books.

Rockville received the **PLANT (People Loving and Nurturing Trees) Award** from the Maryland Urban and Community Forestry Council.

Internationally known chainsaw artist Paul Waclo carved **“Two Bears With An Eagle”** from a 15-foot-tall sycamore tree stump at Horizon Hill Park in early June. The project was funded through the **Art in Public Places program.**



The **Stonestreet Corridor Study involved five community meetings** and resulted in recommendations, such as: Encouraging a mix of local-serving establishments; diverse housing close to transit; new, well-designed housing types, compatible in scale with adjacent single-family residential homes; market-rate, moderately priced and lower-priced units; and preserving a historic former high school building.



Arbor Day tree planting with Fallsmead Elementary School students.

596 Street trees planted

79,736 Total plantings

2,750 Trees pruned to improve tree health, improve public safety or provide unobstructed access.

WELCOMING AND INCLUSIVE

100 points Rockville scored top marks for its commitment to the health, welfare, safety and equality of its lesbian, gay, bisexual, transgender and queer community on the **Human Rights Campaign's 2017 Municipal Equality Index scorecard.**

\$1,000 Senior Support Services received a grant from **Faith United Methodist Church** in Rockville to fund culturally diverse special events and programs for those 60 and older.

“I have a happy time in English class. It helps me to learn how to have conversations.”
— Senior center member



Rockville held its **second annual Pride celebration** in June 2018.



\$47,375 A grant from the **Montgomery Coalition for Adult Literacy** to provide English as a second language classes to adults 60 and older.

\$500,000 The Mayor and Council approved a grant to **RHE/Fireside Park Inc.** toward the modernization efforts of the 236 affordable units of Fireside Park Apartments.

The city created a **“Diversity & Inclusion” series** for employees that promoted conversations about nationality, gender, faith and religion, ethnicity and age.

Moderate Price Dwelling Unit changes. The Mayor and Council approved changes to the MPDU regulations to **expand the number of people eligible to participate.**

“Look around. It doesn't take long to see that Rockville is a clear reflection of the world in which we live. The city includes people of all races, ancestries, languages, gender identities, sexual orientations, ages, abilities, and education and income levels.”
— “Rockville Reports” #MyRockville insert



Hundreds of people attended the **45th Annual Martin Luther King Jr. Day Celebration** and **10th Annual Lunar New Year** event, and **International Night's celebration of cultures.**



STELLAR EMPLOYEES AND ANNIVERSARIES



Community Services Program Coordinator **Kate Bouwkamp** received a certificate of appreciation from the Montgomery County Department of Corrections. For about 30 weeks a year, through the ACT-Raising Safe Kids parenting program, Bouwkamp teaches positive parenting skills to parents who are preparing for release from incarceration.

“We would like to thank Melinda, her colleagues, the camp counselors, the people at the various farms they visited as well as Chef Eng and his staff for giving my son an amazing experience and creating a memory that will last his entire lifetime!”
— Parent of Farm to Table camp participant



Seven members of the Rockville City Police Department were honored for their service to the community at the **29th annual Rockville Public Safety Awards** in June. Rockville officers honored were (L to R): Officer Daniel Morozewicz, Cpl. Steven Malko, Cpl. Kyle Dickerson, Cpl. Jonathan Lally, Cpl. Eddie Roman, Sgt. Andy Taglienti and Officer Brandon Thomas.

The Governor's Office of Crime Prevention and Control recognized the Rockville City Police Department for its **“Outstanding Crime Prevention Program.” Cpl. Ken Matney** was recognized for performing **“Over 100 Home Security Surveys”** and presented awards for both.

“Officer Matney took a great amount of time to help us organize our **Every 15 Minutes** program and make it a success. Officer Matney presented a very positive impression of law enforcement for the students here at Wootton.”
— Wootton High School Student Government Association

The Rockville Chorus celebrated its **45th Anniversary** with a gala concert in December.



The city commemorated Rockville's **60th anniversary as a sister city with Pinneberg, Germany.** A delegation from Rockville visited Pinneberg and, in return, Rockville hosted a 60-member delegation from Pinneberg, with a weeklong series of events that included the Rocktoberfest celebration in Town Square in October.



The city's LiveWell Employee Wellness Program was recognized by the American Heart Association with a **bronze status Workplace Health Achievement.**

KEEPING YOU SAFE



The Rockville City Police Department fully implemented the department's **body-worn camera system.**

2,397
Pet licenses issued in FY 2018.

4,461
Total number of dogs, cats and ferrets licensed.

5,924
Landlord-tenant inquiries fielded.

1,798 Number of code complaints or violations addressed by the Community Enhancement and Code Enforcement Division.

3 New police officer positions.

62 Sworn police personnel.

24,153 Calls responded to by the RCPD.

846 Arrests made by the RCPD.



53

Attendees and graduates of citizen police academies.



937.26 lbs.

Unwanted prescription drugs collected and safely disposed of on six drug takeback days.


RECREATION AND PARKS

1,089 Acres maintained by the Recreation and Parks Department.



24,579 Meals served to seniors.


\$131,500 Grant from the Maryland Dept. of Natural Resources Program Open Space Community Parks and Playgrounds program for the replacement of the 21-year-old playground at Croydon Park.



“My 16 year-old daughter ... just had a lifeguard certification class at the Rockville Pool, and I just wanted to say that it was a fantastic experience. She loved the class.”
— Rockville resident


66,391 The number of hours volunteers donated to Recreation and Parks programs, saving the city about \$1.32 million (with an hour of volunteer time valued at \$20).

32,849 Total registration for recreation programs.




1,022 Households served by the 2017 Holiday Drive.

1,277 Counseling hours provided to youth.



52 Families receiving case management through Linkages to Learning, which assists at-risk children and their families, helping children be successful at school.



24,150 lbs. of food distributed by the Holiday Drive in November.


\$17,925 donated to the Recreation Fund.

366 Registrations supported by the Recreation Fund.

1,594 Senior center members.


300,000+ Rockville Swim and Fitness Center visits.

33,615 Bus rides for seniors to the senior center, and grocery and pharmacy shopping.



25% Increase in the number of people taking part in a program at Croydon Creek Nature Center.

“My latest bone density showed increase in density — without medication! I credit the exercise!”
— Rockville Senior Center member



Glenview Mansion:

• Weddings/receptions: 39

• Social events: 39

• Conferences: 87

• City meetings: 113

• Memorials: 35

\$40,000 The amount donated by Rockville Seniors Inc. to purchase 200 new chairs for the senior center's Carnation Room.

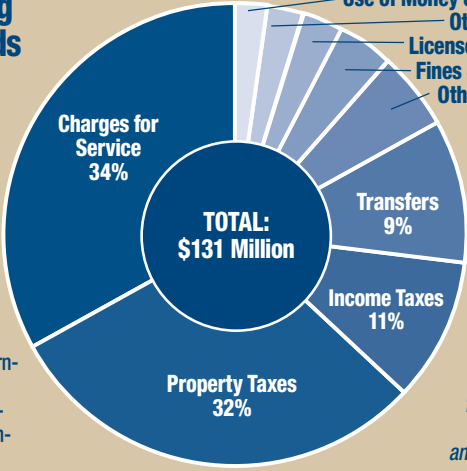
YOUR MONEY AT WORK

0 Number of property tax increases since FY 1995.

The city assisted Ingleside at King Farm with selling \$224 M in bonds to support its senior living expansion.

AAA The bond sale included an affirmation of the city's triple-A credit rating, which saves tax dollars by allowing Rockville to borrow at the lowest possible interest rates, and is an indication of the city's sound financial health and financial management practices.

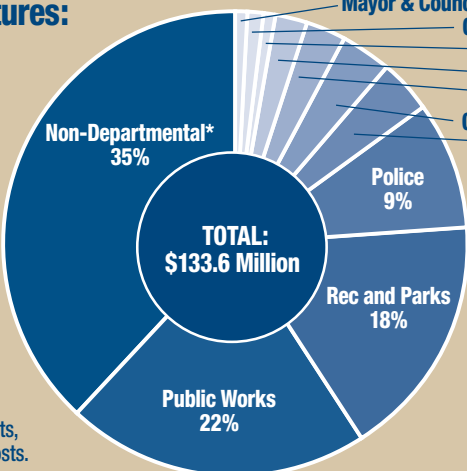
FY 2018 Operating Revenue: All Funds



*Includes revenue collected by county, state and federal governments and passed to the city, such as tax duplication, admissions and amusement tax, highway user, and grants.

**Includes cable franchise fees, land and building rental, and interest earnings.

FY 2018 Expenditures: By Department



*Non-departmental expenses support citywide insurance programs, contingency accounts, and capital and debt service costs.

GET INVOLVED IN YOUR CITY AND COMMUNITY

CONTACT THE MAYOR AND COUNCIL
mayorcouncil@rockvillemd.gov
111 Maryland Ave., Rockville, MD 20850
240-314-8280

SPEAK AT COMMUNITY FORUM
Held during most Mayor and Council meetings, residents may speak on any topic for up to three minutes.
Call 240-314-8280 to sign up.


MAKE A REQUEST, REPORT A PROBLEM OR COMMENT ON SERVICES
www.rockvillemd.gov • 240-314-8139
111 Maryland Ave., Rockville, MD 20850


SERVE ON A BOARD OR COMMISSION
Learn about vacancies or obtain an application.
Email cityclerk@rockvillemd.gov or visit www.rockvillemd.gov/boardscommissions.


BECOME A VOLUNTEER
Contact the Recreation and Parks Department at 240-314-8620 or the Community Services Division at 240-314-8310. Learn more at www.rockvillemd.gov/volunteer.


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